



"Here's a message from Milwaukee"

This thoughtful wife knows that the moment her husband tuning in on Schlitz that reception is good. For Schlitz has a very special taste that beer lovers are changing to with ultra high frequency. Taste Schlitz, yourself. You'll soon know why.

Schlitz is good to many people,
it's first in sales in the U. S. A.

© 1952 Schlitz Beer. "The Beer of the Month" with Schlitz Beer, Milwaukee, Wis.
100% Schlitz Beer. Schlitz Beer is made from 100% Schlitz Beer.

KING-AN, MILWAUKEE, WISCONSIN, U.S.A.

The Beer that made Milwaukee Famous



Schlitz Beer Ad from 1952 using a painting by John Falter, Nebraska born, nationally known magazine illustrator (1910-1982). The text in the white box reads, "Here's a message from Milwaukee. This thoughtful wife knows that the moment her husband tunes in on Schlitz that reception is good. For Schlitz has a very special taste that beer lovers are changing to with ultra high frequency. Taste Schlitz, yourself. You'll soon know why."